



News From

JACK DOYLE

MONROE COUNTY EXECUTIVE

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DOYLE BRINGS E-COMMERCE TO NOT ME, NOT NOW WEB SITE

www.notmenotnow.org

Monroe County Executive Jack Doyle today unveiled the new look of the Not Me, Not Now Web site (www.notmenotnow.org), along with new dynamic features including an e-commerce merchandise section. Not Me, Not Now items such as apparel, posters, videos, parent guides and other general merchandise are now available for purchase via an online shopping cart system.

"The demand for Not Me, Not Now merchandise has greatly increased since the County began selling licensing agreements to other states in 1998," said Doyle. "Additionally, more individuals are becoming interested in the different clothing and merchandise we have available. Previewing samples and actually placing an order while on our site will make the process more convenient and efficient for everyone."

The dynamic shopping cart system allows visitors to select and purchase items online via credit card or purchase order. The automated service will allow transactions to be placed regardless of day or time and to be processed within 3-5 business days.

Other new features to the Not Me, Not Now Web site include an overall new look and feel incorporating the imagery from the 1999 campaign, random images and messages on the homepage, revised interactive quizzes which test kids' knowledge on sex and vulnerability to peer pressure, and an enhanced peer involvement (question/answer) section.

"We need to continually update and provide fresh, attractive communication about adolescent pregnancy prevention," said Monroe County Health Director Dr. Andrew S. Doniger. "The Not Me, Not Now Web site is an ideal resource for us to reach the community, but more importantly, the teen and parent audiences."

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Since 1996, the Not Me, Not Now Web site has complemented the overall program and has served as an additional guide for teachers and parents to initiate conversations with children about personal issues such as sex. Television and radio commercials can be downloaded, statistics and data researched, and merchandise ordered. The Web site generates more than 150,000 hits per month.

The Not Me Not Now program seeks to increase awareness of the consequences of teen pregnancy among the target audiences - adolescents, parents and the community - through the use of media, parental involvement, and the classroom. Kids are able to access the Not Me, Not Now Web site through schools, libraries, and home computers. To date, license agreements for the program include the States of New York, Connecticut, Maine and Virginia; Kansas Health Foundation; and nearly 20 communities in California, Florida, Missouri, Ohio, Washington State, and several other states.

The Not Me, Not Now program is funded by Monroe County and the United Way of Greater Rochester. Prevention Partners - a not-for-profit organization specializing in early intervention programs for youth - provides invaluable expertise, experience and hands-on support implementing school-based educational series. Recent changes to the Web site were designed by ePaymaxx.

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For more information, call (716) 428-2380